

## CLAIMS

1. A method for computer controlled administration of interactivity elements of a video sequence, wherein the elements are audio, visual or contents-related elements, the method comprising:
  - 5 associating an identifier with an element of the video sequence, which potentially should be activatable;  
  
characterised by  
  
setting timestamps for the identifier as a criteria for the activatability of the associated element, in response to an action of a person processing the video sequence upon its reproduction.
2. The method according to claim 1 characterised in that the setting of timestamps is performed in response to a keyboard input of the processing person.
3. The method according to claim 1 characterised in that the timestamps are administered independent from positional information of the element.
4. The method according to claim 1 characterised in that the reproduction of the video sequence in is performed in moving image manner.
5. The method according to claim 1 characterised in that the timestamps and the activation properties of the elements are administered separated from the video sequence.
6. The method according to claim 1 characterised in that the appearance of a potentially activatable element is indicated for the processing person by means of a text or a press button.
7. The method according to claim 5 characterised in that a link to the separately administered time stamp or activation properties of the elements is stored in the video sequence.
8. The method according to claim 1 characterised in that a minimum length for activatability periods is monitored.

9. The method according to claim 1 characterised in that a minimum time distance for activatibility periods is monitored and realised by joining activatibility periods.
10. The method according to claim 1 characterised by creating an activatable object for a reproduction platform having a specific format by means of the timestamps and formats specific activation properties.
11. Computer controlled apparatus comprising means for realising a method according to claim 1.
12. Storage medium comprising a computer program or instruction sequence realising a method according to claim 1.